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PATENT
Attorney Docket No. 209881**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE BOARD OF PATENT APPEALS AND INTERFERENCES**

In re Application of:

Nyhan et al.

Application No. 09/349,650

Art Unit: 3622

Filed: July 8, 1999

Examiner: Jean D. Janvier

For: SYSTEM AND METHOD FOR
EVALUATING AND/OR MONITORING
EFFECTIVENESS OF ON-LINE
ADVERTISING**TRANSMITTAL OF
APPELLANTS' APPEAL BRIEF**Mail Stop Appeal Brief - Patents
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In accordance with 37 CFR 1.192, appellants hereby submit Appellants' Brief on Appeal in triplicate.

The items checked below are appropriate:

1. Status of AppellantsThis application is on behalf of ☐ other than a small entity or ☒ a small entity.**2. Fee for Filing Brief on Appeal**Pursuant to 37 CFR 1.17(c), the fee for filing the Brief on Appeal is for: ☐ other than a small entity or ☒ a small entity.**3. Oral Hearing****Brief Fee Due \$160.00**☐ Appellants request an oral hearing in accordance with 37 CFR 1.194.

06/16/2004 PLEWIS 00000002 121216 09349650 CERTIFICATE OF FACSIMILE TRANSMISSION

01 FC:2402
02 FC:2253

I hereby certify that this document (along with any documents referred to as being attached or enclosed) is being transmitted by facsimile to the United States Patent and Trademark Office, Attention: Examiner Jean D. Janvier, Art Unit 3622, Facsimile Number (703) 872-9327, on the date indicated.

Date: June 16, 2003

Brian D. Sandstrom
(Signature)
Printed Name: Brian D. Sandstrom

In re Appln. of Nyhan et al.
Application No. 09/349,650

4. Extension of Time

- ☒ Appellants petition for a three-month extension of time under 37 CFR 1.136, the fee for which is \$465.00.
- ☐ Appellants believe that no extension of time is required. However, this conditional petition is being made to provide for the possibility that appellants have inadvertently overlooked the need for a petition and fee for extension of time.

Extension fee due with this request: \$465.00

5. Total Fee Due

The total fee due is:

Brief on Appeal Fee	\$160.00
Request for Oral Hearing	\$ 0.00
Extension Fee (if any)	\$465.00

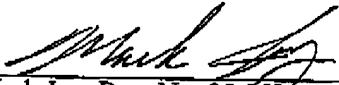
Total Fee Due: \$625.00

6. Fee Payment

- ☐ Attached is a check in the sum of \$
- ☒ Charge Account No. 12-1216 the sum of \$625.00. A duplicate of this transmittal is attached.

7. Fee Deficiency

- ☒ If any additional fee is required in connection with this communication, charge Account No. 12-1216. A duplicate copy of this transmittal is attached.


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Date: June 16, 2003

Appeal Brief Transmittal (Revised 5/1/03)

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PATENT
Attorney Docket No. 209881

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Nyhan et al.

Application No. 09/349,650

Art Unit: 3622

Filed: July 8, 1999

Examiner: Jean D. Janvier

For: SYSTEM AND METHOD FOR
EVALUATING AND/OR
MONITORING EFFECTIVENESS OF
ON-LINE ADVERTISING

APPELLANTS' APPEAL BRIEF

Mail Stop Appeal Brief - Patents
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In support of the appeal from the final rejection dated July 17, 2002, Appellants now submit their Brief.

Real Party In Interest

The patent application that is the subject of this appeal is assigned to DynamicLogic, Inc...

Related Appeals and Interferences

There are no appeals or interferences that are related to this appeal.

Status of Claims

Claims 1-18 and 20-50 are pending in this application. Claim 19 was previously cancelled.

Claims 1-6 and 8-13 and 15, 18 and 20 were last amended and Claims 21-50 were added in Appellants' Amendment dated August 23, 2001.

Status of Amendments

No further amendments are being submitted.

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Summary of Invention

The invention generally relates to methods and computers systems that aid in the tracking of users' exposure to advertisements submitted by an advertisement server. As most people today are aware, a wealth of information – including the latest news is available today via the World Wide Web, also referred to as the Internet. If not for sponsors, such information would not be available – at least not for free. Thus, advertisement, and the gauging of the effectiveness of such advertisements is of critical value to both the users and the advertisers who sponsor such sites. One aspect of gauging the effectiveness of advertisements is to enlist users to participate in on-line questionnaires. However, the accuracy of gauging the effectiveness of such questionnaires is doubtful without including some mechanism for correlating the questionnaires to the exposure of individual users to the advertisements.

The presently claimed invention is directed to systems and methods for recording exposure of particular users to activated advertisements for purposes of executing on-line surveys related to the advertisements. Of particular importance to the present invention is the location where advertisement activation information is stored for a user (more particularly, a computer – which is generally considered a proxy for a particular user since a large percentage of computers are used by one primary user). The present invention, since the ad exposure information is placed upon a user's computer, is not secure. A user, if so inclined, could modify the record of advertisement exposure on the user's computer (e.g., deleting exposure information within a cookie or editing the exposure data without deleting the cookie). The information is not used to gauge compensation to a user, and therefore the user has no monetary incentive to delete or modify the exposure information stored on his/her computer in association with an aspect of the claimed invention.

In contrast to Appellants' claimed invention, systems such as the one disclosed in the cited Goldhaber '210 patent monetarily reward users for advertisement exposure and take steps (i.e., maintaining a record of ad exposure and compensation in a central server's database that is inaccessible by a user) to ensure that a single user is not compensated repeatedly for taking part in advertisement activity. For this reason, the Goldhaber '210 specifically, and unequivocally teaches storing advertisement activation information regarding particular users in a central server database – rather than entrusting such highly valuable data (representing monetary value) on each user's computer.

In accordance with claim 1, a system facilitates measuring effectiveness of advertisements displayed upon a computer for viewing by a user by creating, in conjunction with an administration server, activation of advertisements on the user's computer. A code

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(executable computer instruction) is associated with (e.g., embedded within) an advertisement received from an advertiser server. See, Fig. 1, step 10 and Fig. 3, ad servers 206 and 208. A server (server 205 of Fig. 3), distinct from the advertisement servers, is capable of supplying an indicator identifying an instance wherein the advertisement is activated for viewing by the user, and wherein the executable code initiates sending a signal to the server 205 (step 14 in Fig. 1) indicative of activation of the advertisement. A computer 202 on which the advertisement is activated for viewing by the user receives an indicator relating to the activated advertisement and updates a file (e.g., cookie file 204) within which the indicator is stored, the indicator providing information associated with the advertisement (step 16 of Fig. 1).

With regard to claims 2, 20 and 24, the information includes a time at which the advertisement is activated (p. 12, ll. 30-33).

With regard to claim 3, the system includes an advertising server capable of delivering the advertisement to the computer (ad servers 206 and 208).

With regard to claim 4, the system further includes a plurality of advertising servers (ad servers 206 and 208) capable of delivering an advertisement to the computer of the user wherein each of the advertisements includes a code associated with the advertisement and further wherein the server is capable of identifying an instance wherein the advertisement is activated for viewing by the user (p. 12, ll. 17-33).

With regard to claims 5, 14 and 42, the server (server 205) generates a survey accessible to the user (p. 13, ll. 13 et. seq.).

With regard to claims 6, 15, 43 the survey is generated based on advertisements to which the user has been exposed (Fig. 2, blocks 104 and 106).

With regard to claim 7, the survey obtains demographic information of the user (Fig. 2, block 108).

With regard to claim 8, the server includes a plurality of categories for classifying advertisers (pp. 17 et. seq.).

With regard to claims 9 and 29, the server generates a survey accessible to the user wherein results of a plurality of surveys answered by a plurality of users assist in computing the effectiveness of the advertisement (Fig. 2, pp. 17-21).

With regard to claims 10 and 33, the system includes an interface for receiving questions generated by the advertiser (Fig. 3, p. 16, ll. 13-16).

With regard to claims 11, 16 and 50, the server includes an interface for receiving questions and selected demographic information generated by the advertiser (Fig. 3, p. 16, ll. 13-16).

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With regard to claim 12, the research results are accessible to the advertiser (p. 17, l. 29 to p. 18, l. 17).

With regard to claim 13, a method is recited for facilitating measuring effectiveness of an advertisement message from an advertiser and activated upon a computer for viewing by a user. The method includes providing the advertisement message through an on-line network accessible by the computer of the user (Fig. 1, step 12). The ad includes an attached code (step 10) for facilitating identifying an instance wherein the advertisement has been activated upon the computer for viewing by the user and initiating sending a signal to a server (step 14). The user computer stores information provided by the server wherein the information relates to activation of the advertisement (step 16).

With regard to claims 17, 46 and 49, the effectiveness of the advertisement is computed based on survey results obtained from users exposed to the advertisement and from users not exposed to the advertisement (Fig. 2, p. 14, ll. 12 et. seq.).

With regard to claim 18, a system is claimed for identifying an instance wherein an advertisement deliverable through an on-line network to a computer of a user has been activated for viewing by the user. (see, Fig. 1). The system includes a code attached to the advertisement (Fig. 1, step 10) facilitating generating a signal when the advertisement is activated on the computer (Fig. 1 step 12) wherein the code provides information relating to activation of the advertisement (Fig. 1, step 14). The system includes a server for receiving the signal from the computer of the user, and wherein the server generates a second signal in response to the signal wherein the second signal includes information related to the activation of the advertisement and is stored on the computer of the user (Fig. 1, step 16, Fig. 3, user computer 202, cookie file 204 and server 205, and p. 15, l. 27 to p. 16, l. 4).

With regard to claim 21, a system is recited for facilitating measuring effectiveness of advertisements activated upon users' computers. The system includes an administration computer 205 and a user computer 202. An advertisement message is sent from the advertising server 208 to the user computer 202 that includes a set of computer instructions executed upon the user computer, in association with activation of the advertisement message (see, p. 12, ll. 20-33). Such executed instructions facilitate generating a signal, in association with activation of the advertisement message upon the user computer, to the administration computer (step 14 of Fig. 1); and storing, in association with the signal, within memory on the user computer a value received from the administration computer in response to the signal and indicative of activation of the advertisement message (step 16 of Fig. 1).

With regard to claims 22 and 35, the administration computer includes executable computer instructions for receiving the signal from the user computer; and transmitting, in

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response to the receiving the signal, a message to the user computer resulting in the user computer performing the storing a value step (p. 13, ll. 1-12).

With regard to claim 23, the system further comprises a cookie storable upon the user computer, and wherein the cookie contains the value (p. 13, ll. 1-12).

With regard to claims 25, 38 the cookie comprises an identification of the advertisement message (p. 12, ll. 30-33).

With regard to claim 26 and 39, the user computer includes a record of advertisement messages activated on the user computer (p. 13, ll. 1-12).

With regard to claim 27, the record further stores information corresponding to times at which advertisement messages, including embedded code for invoking the generating a signal, have been activated upon the user computer (p. 12, ll. 30-33, p. 13, ll. 1-12).

With regard to claim 28, an advertisement server (Fig. 3, ad servers 206 and 208) transmits the advertisement message to the user computer.

With regard to claim 30, a survey question is based upon at least a value within memory of the user computer indicative of the activation of the advertisement message (p. 13, lines 13-23).

With regard to claims 31 and 44, the survey questions include requests for demographic information of a respondent (Fig. 2, step 108, p. 13, lines 24 et. seq.).

With regard to claims 32 and 45, the system further includes analytical tools that analyze results from a plurality of survey results to render data indicative of activated advertisement effectiveness (p. 17, line 29 to p. 21, line 29).

With regard to claim 34, a method is recited for facilitating measuring effectiveness of advertisements activated on users' computers. The method includes receiving, by a user computer 202, an advertisement including an embedded code (Fig. 1, steps 10-12). When the advertisement is activated, the user computer generates, in accordance with the embedded code, a signal for an administration computer (Fig. 1, step 14). Thereafter, the user computer 202 stores, within its memory, a value received from the administration computer in response to the signal and indicative of the activation of the advertisement (step 16).

With regard to claim 35, the administration computer receives the signal from the user computer, and responsively transmits a message to the user computer resulting in the user computer performing the storing a value step (p. 13, ll. 1-12).

With regard to claim 36, the user computer stores a cookie containing the value (p. 13, ll. 1-12).

With regard to claims 37 and 40, the cookie comprises a time value corresponding to activation of the advertisement upon the user computer (p. 13, ll. 9-11).

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With regard to claim 41, the ad server (206, 208) transmits an advertisement including an embedded code to the user computer 202 (p. 13, lines 1-5).

With regard to claim 47, the server 205 further provides on-line access to the data indicative of activated advertisement effectiveness (p. 17, l. 29 to p. 18, l. 17).

With regard to claim 48, at least one question of the survey questions is based upon information provided by an advertiser (p. 16, ll. 5-16).

Issues

1. Whether claims 1-12 are anticipated by Dedrick, U.S. Patent 5,724,521.
2. Whether claims 1-18 and 20-50 are anticipated by Goldhaber et al., U.S. Patent 5,794,210.

Grouping of Claims

The claims do not stand or fall together. Rather, each one stands or falls on its own. However, for purposes of simplifying this appeal, the claims are grouped as follows for the argument set forth herein below:

Group I: 1-18, and 20

Group II: 21-50

Notwithstanding Appellants' grouping of the claims, *Appellants incorporate by reference, and explicitly reserve the right to reassert, each and every ground set forth in any preceding Office Action response* to the extent needed to distinguish the invention from the prior art.

Argument

In summary of Appellants' argument on appeal, neither the Dedrick nor the Goldhaber anticipates any claim pending in this appeal. The Final Office action, in the case of the rejection of claims 1-12 as being anticipated by Dedrick, construes claim 1 as *not* requiring a (user) computer upon which the advertisement sending a signal to the server computer indicative of activation of an advertisement. However, claim 1 unambiguously recites a system wherein: (1) an advertisement containing a code is activated on a computer, and (2) the code, associated with an advertisement, initiates sending a signal to the server indicative of activation of the advertisement.

With regard to the rejection of claims 1, 13, and 18 over the Goldhaber patent, Appellants assert that the cybercoin 62 does not meet the recited "code" element. As mentioned above, the recited "code" in claim 1 *initiates sending a signal to the server indicative of activation of the advertisement*. Thus, the advertisement must be present and

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activated on the (user's) computer when the code executes on the computer to initiate sending a signal to the server. However, the Goldhaber reference discloses selecting the cybercoin 62 to *download* the advertisement. Nothing in the Goldhaber reference suggests that the cybercoin 62 is in any way associated with or attached to a particular advertisement.

With regard to the rejection of independent claims 21 and 34 over the Goldhaber patent, Appellants assert that the Goldhaber reference does not disclose the recited storing step. In particular claims 21 and 34 recited storing, on the user's computer, a value indicative of activation of an advertisement on the user's computer. However, the Final Office Action and subsequent Advisory Actions erroneously suggest that the Goldhaber reference teaches storing such information on users' computers. However, such reading is inconsistent with the disclosure of the Goldhaber system wherein such information is sensitive and would be expected (as taught in the Goldhaber reference) to be stored in a centralized database that is not accessible by users. In Goldhaber, the advertisement activation information is used to provide monetary compensation to users for viewing advertisements. It is implausible that Goldhaber's activation information would be placed upon individual users' computers where it would be vulnerable to fraudulent manipulation. For at least this reason the Goldhaber neither discloses nor remotely suggests the storing element of claims 21 and 34.

Group I: Claims 1-18 and 20

A. Claims 1-12 have been rejected as anticipated by Dedrick.

For reasons set forth herein, the Final Office Action did not present a *prima facie* showing of anticipation of claims 1-12 by the Dedrick reference and, therefore, the rejection of independent claim 1 and each of dependent claims 2-12 should be withdrawn.

Dedrick discloses a particular method for metering advertisement presentation upon client computers. Dedrick discloses monitoring delivery of advertisements to users and also their "subsequent consumption." The metering server 14 in Dedrick maintains data regarding user profiles of advertisement recipients and advertisement deliveries to the users. The metering server 14 also receives information from the user computers (via a client activity monitor that resides and runs on the user computers) regarding user's subsequent consumption of the delivered advertisements.

The presently claimed invention is directed to a system and method for facilitating measuring effectiveness of advertisements (e.g., banner ads) that are executed/displayed on user computers. This is achieved by the invention recited in claim 1 wherein a code associated with an advertisement, received by a computer, initiates sending a signal, indicative of activation of the advertisement on the computer, to a server capable of supplying an indicator of such activation. As recited in claim 1, the computer upon which the

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advertisement is activated also includes a file within which the indicator of the advertisement activation is stored. In summary, elements of claim 1 include:

- (1) a server capable of supplying an "indicator" of particular ad execution to user computers;
- (2) executable ads including "a code" such that when executed, a signal is sent to the server;
- (3) a user computer on which the advertisement is activated for viewing by a user, a signal is sent to the server, and the corresponding indicator is received and stored.

In contrast, Dedrick discloses a program module that executes locally on the user computer that records the ad activation (rather than informing a non-local server). Thus, Dedrick does not disclose or suggest a code associated with an ad such that, when the ad is executed, the user computer sends a signal to a server, and the server responsively provides an indicator stored within a file on the user computer. Finally, Appellants note that the Final Office Action did not account for modifications to the "a computer" paragraph of claim 1 made by Appellants' prior amendment and thus did not address said amendment.

Appellants reserve the right to traverse the dependent claims 2-12 for at least the reason that the rejections require an obviousness analysis since the cited reference does not include each recited element.

B. Claims 1-18 and 20 have been rejected as anticipated by Goldhaber.

For reasons set forth herein, the Final Office Action did not present a *prima facie* showing of anticipation of claims 1-18 and 20 by the Goldhaber reference and, therefore, the rejection of independent claims 1 and 18, and each of dependent claims should be withdrawn.

Goldhaber discloses an attention brokerage system that is intended to raise the level of attention of users by monetarily rewarding users for viewing advertisements on their computers through the award of "cyber currency". The Goldhaber patent does not appear to be concerned with facilitating measuring effectiveness of the advertisements themselves.

With regard to the rejection of claim 1 on page 9 of the Final Office Action, Appellants respectfully assert that the "cybercoin 62" does not fall within the scope of the claimed "code." In particular, the claimed code "initiates sending a signal to the server indicative of activation of the advertisement" with which the code is associated. As such, according to claim 1, the advertisement must have already been loaded on the computer and activated when the code executes on the user's computer to initiate sending the signal to the server. However, according to the Final Office Action, the cybercoin 62 is selected in order

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to *download* the advertisement and therefore is not used to initiate sending a signal indicative of activation of the advertisement – because the ad does not yet exist on the user computer.

Furthermore, in contrast to independent claims 13 and 18, the Goldhaber reference teaches a system wherein the claimed "code" is not necessarily attached to an advertisement. The user's selection of the cybercoin, before the advertisement is downloaded, results in downloading and execution of the advertisement. There is no indication in Goldhaber that the cybercoin 62 is attached to a particular advertisement. For this reason, the "attaching" step of claim 13 is similarly not disclosed or suggested by Goldhaber's "cybercoin." For at least this reason, the associated dependent claims of claims 1 and 13 are also patentable over Goldhaber. With regard to the rejection of claim 18 on page 15 of the Final Office Action, Appellants note that the claim also recites attaching a code to an advertisement that facilitates generating a signal to a server when the advertisement is activated.

Appellants reserve the right to traverse the dependent claims 2-12, 14-17 and 20 for at least the reason that the rejections require an obviousness analysis since the cited Goldhaber reference does not include each recited element.

Group II: Claims 21-50

For reasons set forth herein, the Final Office Action did not present a *prima facie* showing of anticipation of claims 21-50 by the Goldhaber reference and, therefore, the rejection of independent claim 1 and each of dependent claims 2-12 should be withdrawn. Of primary importance is the fact that the Goldhaber patent discloses storing values, on the server computer (106) database (120), evidencing advertisement execution by the user computer (104). In contrast, both independent claims 21 and 34 require storing advertisement activation information on users' computers.

The Final Office Action and subsequent Advisory Actions continue to make the implausible assertion that Goldhaber's *database* storing monetary value for users resides on the user's own computers. Under the interpretation of the Goldhaber patent asserted within the Final Office Action, a record of advertisements downloaded and viewed on a user's computer is stored on the user's own computer. Not only is this highly questionable approach (allegedly disclosed according to the Final Office Action's interpretation of the Goldhaber reference) risky to the user (e.g., the file is erroneously deleted), it places physical control over the information in the possession of the user. In view of the fact that the users are compensated for such viewing advertisements, it is highly implausible that anyone would understand the disclosure of the Goldhaber patent to teach placing such records on the users' computers where they are potentially subjected to unauthorized manipulation and inadvertent corruption by the users.

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With regard to the rejections of claim 21 on page 15 and claim 34 on page 20 of the Final Office Action, the user/server interaction process described in Goldhaber lacks the recited "storing" element. Goldhaber identifies a database 120 that stores a user advertisement execution history for thousands of users. The database 120, described at column 12 (lines 14-37) and column 16 (lines 20-30), is maintained on the server – as evidenced by the placement of contact information 122 (which would be irrelevant if placed upon the user computers). Advertisement execution/interaction information (as stated in the preamble of claims 21 and 34) "facilitating measuring effectiveness of advertisements activated" on users' computers is also stored within the database 120 on the server described in column 12 of Goldhaber. Nowhere does Goldhaber disclose or suggest storing the advertisement activation information upon the user computer 104 in accordance with the recited "storing" element recited in both claims 21 and 34. For at least this reason, claims 21 and 34 and their associated dependent claims are patentable over Goldhaber.

Goldhaber specifically states that the user information is stored within a database 120. It is further noted that a "database" is a program (e.g., Microsoft's SQL Server) that is used to store thousands, tens of thousands, even millions of records stored within tables. It is hard to conceive that each user would load and run their own *database* program to track their own user information. Even more implausible, is the requirement for each user to actually have a database program in order to take part in the promotional campaign disclosed in the Goldhaber patent. However, this is exactly what the Final Office Action implicitly asserts in support of its rejection. Under a reasonable reading of the Goldhaber reference, user advertisement viewing records are stored within tables maintained within a centralized database/server rather than users' own computers. Thus, neither claim 21 nor claim 34 can be anticipated by the Goldhaber reference.

Finally, Appellants reserve the right to traverse any of the dependent claims for at least the reason that the rejections require an obviousness analysis since the cited Goldhaber reference does not include each recited element.

The Appealed Claims

The claims are set forth in the Appendix attached hereto.

Conclusion

In the Final Office Action preceding this appeal, there has been an absence of recognition that claims 1-12 require communications between a user computer and a server to signal activation of an advertisement on the user computer and then a return message by the

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server resulting in storing an indication of the activation on the user's computer. With regard to the rejection of claims 21-50 in view of the Goldhaber reference, the rejection relies upon an interpretation of the Goldhaber disclosure that is inconsistent with both the literal teaching of the reference as well as the purpose and function of stored advertisement viewing data in the context of the Goldhaber patent (that compensates the users for viewing advertisements). Accordingly, none of the claims are anticipated by either Dedrick or Goldhaber. Appellants respectfully submit that the rejections of the pending claims do not present a *prima facie* case of anticipation and should be reversed.

Respectfully submitted,



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Date: June 16, 2003

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APPENDIX

Pending Claims are 1-18 and 20-50.

1. A system for facilitating measuring effectiveness of advertisements displayed upon a computer for viewing by a user, the system comprising:
 - a code associated with an advertisement received from an advertiser server;
 - a server capable of supplying an indicator identifying an instance wherein the advertisement is activated for viewing by the user, and wherein the code initiates sending a signal to the server indicative of activation of the advertisement; and
 - a computer on which the advertisement is activated for viewing by the user wherein the computer has a file within which the indicator is stored, the indicator providing information associated with the advertisement.
2. The system of claim 1 wherein the information includes a time at which the advertisement is activated.
3. The system of claim 1 further comprising:
 - an advertising server capable of delivering the advertisement to the computer.
4. The system of claim 1 further comprising:
 - a plurality of advertising servers capable of delivering an advertisement to the computer of the user wherein each of the advertisements includes a code associated with the advertisement and further wherein the server is capable of identifying an instance wherein the advertisement is activated for viewing by the user.
5. The system of claim 1 wherein the server generates a survey accessible to the user.
6. The system of claim 5 wherein the survey is generated based on advertisements to which the user has been exposed.

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7. The system of claim 6 wherein the survey obtains demographic information of the user.
8. The system of claim 1 wherein the server includes a plurality of categories for classifying advertisers.
9. The system of claim 1 wherein the server generates a survey accessible to the user wherein results of a plurality of surveys answered by a plurality of users assist in computing the effectiveness of the advertisement.
10. The system of claim 1 wherein the server includes an interface for receiving questions generated by the advertiser.
11. The system of claim 1 wherein the server includes an interface for receiving questions and selected demographic information generated by the advertiser.
12. The system of claim 1 wherein research results are accessible to the advertiser.
13. A method for facilitating measuring effectiveness of an advertisement message from an advertiser and activated upon a computer for viewing by a user, the method comprising the steps of:
 - providing the advertisement message through an on-line network accessible by the computer of the user;
 - attaching a code to the advertisement for facilitating identifying an instance wherein the advertisement has been activated upon the computer for viewing by the user and initiating sending a signal to a server; and
 - storing information in the computer of the user provided by the server wherein the information relates to activation of the advertisement.
15. The method of claim 13 further comprising the step of:
 - generating a survey for transmission to the computer of the user based on advertisements to which the user has been exposed.

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18. A system for identifying an instance wherein an advertisement deliverable through an on-line network to a computer of a user has been activated for viewing by the user, the system comprising:

a code attached to the advertisement facilitating generating a signal when the advertisement is activated on the computer wherein the code provides information relating to activation of the advertisement; and

a server for receiving the signal from the computer of the user, and wherein the server generates a second signal in response to the signal wherein the second signal includes information related to the activation of the advertisement and is stored on the computer of the user.

19. Canceled.

20. The system of claim 18 wherein the information includes a value corresponding to a time at which the advertisement was activated upon the computer for viewing by the user.

21. A system for facilitating measuring effectiveness of advertisements activated upon users' computers, the system comprising:

an administration computer;

a user computer;

an advertisement message; and

a set of computer instructions executed upon the user computer, in association with activation of the advertisement message, facilitating:

generating a signal, in association with activation of the advertisement message upon the user computer, to the administration computer; and

storing, in association with the signal, within memory on the user computer a value received from the administration computer in response to the signal and indicative of activation of the advertisement message.

22. The system of claim 21 wherein the administration computer includes executable computer instructions for:

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receiving the signal from the user computer; and
transmitting, in response to the receiving the signal, a message to the user computer resulting in the user computer performing the storing a value step.

23. The system of claim 21 further comprising a cookie storable upon the user computer, and wherein the cookie contains the value.

24. The system of claim 23 wherein the cookie comprises a time value corresponding to activation of the advertisement message upon the user computer.

25. The system of claim 24 wherein the cookie comprises an identification of the advertisement message.

26. The system of claim 21 wherein the user computer includes a record of advertisement messages activated on the user computer.

27. The system of claim 26 wherein the record further stores information corresponding to times at which advertisement messages, including embedded code for invoking the generating a signal, have been activated upon the user computer.

28. The system of claim 21 further comprising an advertisement server that transmits the advertisement message to the user computer.

29. The system of claim 21 wherein the administration computer includes executable instructions for providing survey questions to the user computer.

30. The system of claim 29 wherein at least one of the survey questions is based upon at least the value within memory of the user computer indicative of the activation of the advertisement message.

31. The system of claim 30 wherein the survey questions include requests for demographic information of a respondent.

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32. The system of claim 29 further comprising analytical tools that analyze results from a plurality of survey results to render data indicative of activated advertisement effectiveness.

33. The system of claim 29 wherein at least one question of the survey questions is supplied by an advertiser.

34. A method for facilitating measuring effectiveness of advertisements activated on users' computers, the method comprising the steps of:

receiving, by a user computer, an advertisement including an embedded code;

generating, by the user computer, in accordance with the embedded code and in association with activation of the advertisement upon the user computer, a signal for an administration computer; and

storing within memory on the user computer a value received from the administration computer in response to the signal and indicative of the activation of the advertisement.

35. The method of claim 34 further comprising the steps of:

receiving, by the administration computer, the signal from the user computer;

and

transmitting, in association with the receiving the signal step, a message to the user computer resulting in the user computer performing the storing a value step.

36. The method of claim 34 further comprising the step of:

storing, by the user computer, a cookie containing the value.

37. The method of claim 36 wherein the cookie comprises a time value corresponding to activation of the advertisement upon the user computer.

38. The method of claim 37 wherein the cookie comprises an identification of the advertisement.

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39. The method of claim 34 further comprising the step of:
storing, upon the user computer, a record of advertisements activated on the user computer.
40. The method of claim 39 wherein the record of advertisements includes information pertaining to a time at which advertisements including the embedded code are activated on the user computer.
41. The method of claim 34 further comprising the step of:
transmitting, by an advertisement server, the advertisement including the embedded code to the user computer.
42. The method of claim 34 further comprising the step of:
providing, by the administration computer, survey questions.
43. The method of claim 42 wherein at least one of the survey questions is based at least upon the value within memory of the user computer indicative of the activation of the advertisement.
44. The method of claim 43 wherein the survey questions include requests for demographic information of a respondent.
45. The method of claim 42 further comprising the step of:
executing a set of analytical tools that analyze results from a plurality of survey responses to render data indicative of activated advertisement effectiveness.
46. The method of claim 45 further comprising the step of:
comparing survey results of exposed and non-exposed users to render the data indicative of activated advertisement effectiveness for a particular advertisement.

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47. The method of claim 45 further comprising the step of providing on-line access to the data indicative of activated advertisement effectiveness.

48. The method of claim 42 wherein at least one question of the survey questions is based upon information provided by an advertiser.

49. The method of claim 42 further comprising the steps of:
rendering advertisement effectiveness values based on survey results obtained from user exposed to the advertisement and from users not exposed to the advertisement.

50. The method of claim 34 further comprising the step of:
receiving, by an administration entity associated with the administration computer, questions and selected demographic information provided by an advertiser.

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